

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

NETWORK: NBC-RED

DATE: January 31, 1942

ORIGINATION: WRG

TIME: 12:15-12:30 AM-EST

Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

oooOooo

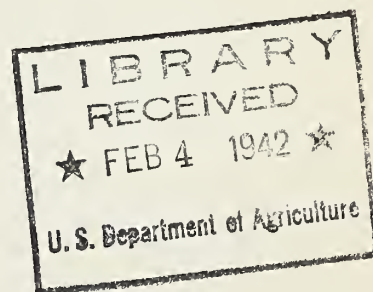
1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

5. GUNBAR: That's your money paying for a home.

6. SOUND: CASH REGISTER7. NANCY: That's your money buying clothes and the thousands of
other things you need.8. GUNBAR: That's you . . paying for these things . . money out
of your pockets.9. SOUND: CASH REGISTER - CLOSE DRAWER

10. ANNOUNCER: CONSUMER TIME today brings you facts that will make your pennies and dollars go farther and buy you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.
- And here's your Consumers' Counsel in person - Donald Montgomery.
11. MONTGOMERY: Greetings, friends. We have some facts today that I think are going to be pretty useful to you. I'll give you my facts later on in the program. Meanwhile, Nancy Ordway will report to you on ---
12. NANCY: ~~Black~~out curtains.
13. MONTGOMERY: And Gunnar Jagdmann ---
14. GUNNAR: Cleaning house for yourself and Uncle Sam.
15. ANNOUNCER: And here too is our inquiring consumer - that smart young housewife who gets the facts and uses them - Mrs. Evelyn Freyman.
16. FREYMAN: Wondering how on earth I can clean house for Uncle Sam.---?
17. GUNNAR: Clean things last longer - don't they?

18. FREYMAN: Well, I suppose so ---
19. GUNNAR: Of course they do. And each extra day of life you give your household goods helps the nation as well as you. It's one day earned for the war effort.
20. FREYMAN: I hadn't thought of it that way.
21. GUNNAR: It's the way we've got to think now. We must keep things clean to cut down wear.
22. FREYMAN: But Gunnar - sometimes cleaning can wear things out.
23. GUNNAR: How do you mean?
24. FREYMAN: Well - like my rug. It was really quite a nice one - had belonged to my mother. It was too big and heavy for me to handle, but last Saturday, when my husband was home
- (PAUSE)
25. DAVID: (FADING IN) Boy oh boy, what a day! Warm and clear and ---
26. FREYMAN: Well, don't you think you ought to get out in it, darling?
27. DAVID: Just what I was thinking ---
28. FREYMAN: Some exercise ---
29. DAVID: Yeah. If I could get some of the fellows together for a game of baseball ---

30. FREYMAN: I was thinking you might like to take this rug out and ---
31. DAVID: A fine thing! My one day off, and you think I'd like to beat rugs!
32. FREYMAN: You could pretend you're playing baseball. Just fasten the rug to the clothesline - then swing the beater like a bat and ---
33. DAVID: Sure! Some fun!
34. FREYMAN: Please, David . . . It's so dirty ---
35. DAVID: (RESIGNEDLY) Okay - okay. I know better than to argue --- with two strikes against me. One more, and I go - out.
36. SOUND: PAUSE. THEN FADE IN OCCASIONAL RUG BEATS.
37. DAVID: (FADING IN) Okay - now pitch me a nice one. Right over the plate ---
38. SOUND: LOUD BEAT ON RUG
39. DAVID: Zowie! Look at 'er go!
40. SOUND: QUICK HARD BEATS ON RUG, CONTINUING.
41. DAVID: That's it, Freyman! Go it, boy! Safe on first . . .
Safe on second. Come on!
42. FREYMAN: (OFF, CALLING) David ---!

43. SOUND: HARD, EXCITED BEATING.

44. DAVID: Safe at home! Yeow! I did it!

45. FREYMAN: (CLOSER) David!

46. SOUND: BEATING STOPS.

47. DAVID: I knocked a homer!

48. FREYMAN: (FADING IN, LAUGHING) Is that all! I thought you were licking an army.

49. DAVID: Well, I guess your rug ought to be clean by now.

50. FREYMAN: If you haven't worn it out.

51. DAVID: I'll take it down ----

52. FREYMAN: Hey - David - look!

53. DAVID: What?

54. FREYMAN: A tear! Or - is it? . . . It is!

55. DAVID: (SLOWLY) Holy cats!

56. FREYMAN: Holy rug. You have worn it out!

(PAUSE)

57. FREYMAN: (FADING IN) Imagine, Gunnar --- A tear - right in the middle of our best rug!

58. GUNNAR: He must have broken the fibers by beating it.

59. FREYMAN: But we've always beaten that rug.
60. GUNNAR: That's probably the trouble. Rugs should never be beaten - or shaken either. It's too hard on the fiber backing.
61. FREYMAN: Then how can we get them clean?
62. GUNNAR: A vacuum cleaner's the best thing - if you have one or can borrow one from a neighbor.
63. FREYMAN: I use Mother Hiles' vacuum regularly once a week, and still my rugs are dirty.
64. GUNNAR: Well, if you could possibly use it two or three times a week, instead of just once, it would be a lot better. That way you'd catch the dirt before it had been ground in.
65. FREYMAN: You mean - a quick cleaning two or three times a week is better than a harder one on Saturday.
66. GUNNAR: That's right - and better for your rugs too. The grinding in of dirt is very hard on carpets. Wears away the wool and cuts the fibers.
67. FREYMAN: Well, that's good to know. Any other pointers?
68. GUNNAR: Well, you want to be careful how you use the vacuum. It's always best to read the directions that come with it, and adjust the nozzle to the right height for your rug. Otherwise you might be taking up too much of the nap.

69. FREYMAN: Say - maybe I am. Maybe that's why the dust I dump out of the vacuum bag is always full of colored fuzz.
70. GUNNAR: Yes, your nozzle's probably too close to the rug. And you're throwing out part of the wool that's so precious these days. By the way, how often do you empty that bag?
71. FREYMAN: Oh, whenever it gets full.
72. GUNNAR: Not often enough. You ought to empty it at least once a week. And clean all threads and hairs out of the brush.
73. FREYMAN: Well, I'll have to tell Mrs. Miles about that.
74. GUNNAR: Your vacuum will do a better cleaning job. And we've got to take care of vacuum cleaners these days.
75. FREYMAN: I know. With the Government cutting production to make way for planes and tanks ---
76. GUNNAR: Right. Cuts up to forty percent on vacuum cleaners.
77. FREYMAN: Well, all in all, I guess it would be easier and cheaper to use an old-fashioned carpet sweeper on my rugs.

78. GUNNAR: Cheaper, maybe. But easier - probably not. You have to work them longer to do a good job, and at that they only reach the surface dirt.
79. FREYMAN: But they don't require any care.
80. GUNNAR: Don't they? How about dumping them?
81. FREYMAN: Once a week?
82. GUNNAR: Sweepers should be emptied after each use - and all hairs and threads clipped out of the brush. Then every now and then you ought to wipe the bristles with dry-cleaning fluid - to remove the wax and oil.
83. FREYMAN: I see . . . Well, Gunnar - suppose I did use a carpet sweeper - and rugs did have dirt ground into them - and I couldn't beat them. Then how would I get them clean?
84. GUNNAR: Well, some rugs can be shampooed - if you do it carefully.
85. FREYMAN: Shampooed ---? With soap and water?
86. GUNNAR: Not too much water. Do a little at a time and don't wet the back of the rug. You make a thick suds - and try it out on the front of the rug to make sure the colors won't run.
87. FREYMAN: And suppose the colors did run when I tested it - what then?

88. GUNNAR: Then I guess you'd have to send it to a cleaner. It's always a good idea to send valuable rugs to a cleaner anyhow. A reliable expert who will get them really clean - so they'll wear better.
89. FREYMAN: Well, Gunnar - as soon as my rug gets back from being mended, I'll start giving it the care it deserves.
90. GUNNAR: How would you like a copy of our Consumer Tips card on rug cleaning?
91. FREYMAN: Does it list all these directions you've given for taking care of rugs and vacuums.
92. GUNNAR: Yes - and sweepers. All the points I've told you and a couple more. And the Tips card is absolutely free. All you have to do is write to your Consumers' Counsel - Department of Agriculture - Washington, D.C. and ask for a copy.
93. FREYMAN: Well, you can expect a request from me. With rug prices what they are, and vacuums so scarce, I'm going to make my things last as long as I can.
94. GUNNAR: That's the spirit. You'll be saving money - and doing war work at the same time. And Nancy here has some more suggestions along those lines.

95. NANCY: (COMING ON MIKE) I have suggestions on working for war, too, but I can't promise to save you money. That depends on whether or not you already have material you can use for blackout curtains.
96. FREYMAN: I haven't , Nancy, but some of my neighbors have. And apparently the curtains aren't any good.
97. NANCY: What's the matter with them?
98. FREYMAN: Well, the other evening, when our town was having a practice blackout, I was over at the Miles house ---
- (PAUSE)
99. MOTHER M: (ON CUE) Now, Evelyn - if you can fasten this curtain up over the pole ---
100. FREYMAN: Sure . . . Where did you get these blackout curtains, Mother Miles?
101. MOTHER M: I made them special. Got the material right after Pearl Harbor.
102. BARBARA: Why do we have to put up blackout curtains, Mom - if it's only a practice blackout?
103. MOTHER M: Why, so we'll be in practice when the real thing comes along.
104. FREYMAN: How does this one look, Mother Miles?

105. MOTHER M: Fine. Or as good as a black curtain can.
106. BARBARA: I should think it'd be easier to leave 'em up there all the time.
107. MOTHER M: And have our living room looking like a funeral parlor? I should say not!
108. SOUND: DOORBELL RINGS
109. MOTHER M: Now, who do you suppose ---?
110. FREYMAN: Maybe someone
111. SOUND: URGENT RAPPING ON DOOR. FADES IN.
112. MOTHER M: I'm coming!
113. DOJNS: DOOR OPENS. ON MIKE.
114. WARDEN: Evening, ma'am.
115. MOTHER M: Good evening.
116. WARDEN: I'm the air-raid warden. Got to ask you folks to turn off your lights.
117. MOTHER M: But we have blackout curtains.
118. Warden; Blackout! Don't look like it from outside.
119. MOTHER M: You mean - the light shows around the edges?
120. WARDEN: I mean it shines right through.

121. MOTHER M: But - that stuff was sold to me as blackout material!
122. WARDEN: Guess you got stung, lady. There isn't any such thing.
123. MOTHER M: What?
124. WARDEN: That's what the Government says - no official blackout material. Now - will you please turn off your lights?
125. MOTHER M: Well, I'll be ---! (CALLING) Barbara, turn the lights off.
126. WARDEN: That's it.
127. MOTHER M: (FADING IN) Plague take that saleslady!

(PAUSE)

128. FREYMAN: And so, Nancy - Mrs. Miles had just wasted her money!
129. NANCY: Well, where she made her first mistake was in rushing out to buy new material for blackout curtains.
130. FREYMAN: Then what should she have done?
131. NANCY: Well, she should have realized - for one thing - that blackout curtains don't have to be black.
132. FREYMAN: They don't ?
133. NANCY: Of course not. Just so no light shows through them - that's all that matters. You can use blankets - rugs - overcoats - maybe your own window drapes, if they're big enough and not transparent.

134. FREYMAN: If they are, we could line them.
135. NANCY: That's right - on the side toward the window.
136. FREYMAN: But they'd have to be big enough to cover the window ---
137. NANCY: And then some. Blackout curtains ought to be one and one-half times the area of the window.
138. FREYMAN: One and one-half times?
139. NANCY: Mm-hm - to insure plenty of overlap. When hung, the curtains should extend at least far enough above and on either side of the window frame --- and below too to keep light from shining through.
140. FREYMAN: But suppose people haven't got such big curtains?
141. NANCY: Well, any curtains not extra large should be fastened to the window frame on all sides, so you can let in air without the curtains blowing open.
142. FREYMAN: How about using a roller shade that's light proof?
143. NANCY: That's all right - if it starts up high enough - and fastens down at the bottom - and if it fits tightly into the window frame on either side. And remember - you don't need them for every window in the house.
144. FREYMAN: Just for the blackout room.

145. NANCY: That's it. The British have found it's a good idea to fix up one particular room for use during blackouts. You can keep all your equipment there - your candles and flashlight ---
146. FREYMAN: And the curtains.
147. NANCY: Right. Don't hide them where you can't find them. Minutes are precious when the warning sounds, and you ought to have your blackout curtains right near the window - or else permanently in place, ready for use.
148. FREYMAN: That's where mine are going to be. I'm going to fix up my regular drapes - if I can remember all you said about size and ---
149. NANCY: You don't have to remember it. We've prepared a Consumer Tips card with the information right on it - just how to make your blackout curtains ---
150. FREYMAN: All these points you've given us?
151. NANCY: Mm-hm - and many more. The card tells what to do if you have Venetian blinds - and what to do if your drapes aren't large enough ---
152. FREYMAN: May I have a copy of that card?

153. NANCY: You certainly may - if you'll just write in for it. We'll tell you where to write - later in the program, after we've heard from our Consumers' Counsel - Donald Montgomery.
154. MONTGOMERY: Consumers, still your letters keep coming in with remarks and suggestions on the problem of waste food, and I welcome every one of them. I've picked out a couple today I'd like to read to you. First, this one from a man in Indianapolis, Indiana. He says:
- "While listening to my radio this A.M. I heard you read an interesting letter from a baker down in Texas about the waste of bread, and I feel it's a crime that one cannot get anything but a fresh loaf of bread. As for me, I like second-day bread, but the grocers would rather return their bread than reduce the price - which would please lots of poor people. I hope the Government will take some action while they are giving economy some thought."
- Well, as I told you when I read that letter from the baker in Texas, the Government is going to take some action - just as soon as they've gotten all the facts on the problem and decided just how to solve it. Meanwhile, however, there are some things that you and I can do to improve the situation for ourselves and our neighbors.

(MORE)

The other letter I have here in my hand comes from a woman in Buffalo, New York, and tells what they're doing there to prevent waste of bread.

She says: "Two of our large bakeries here maintain special stores where they sell all day-old baked goods at reduction. They are both situated near residential sections and easily accessible. They seldom have much left for the late afternoon shopper."

Now, of course, two stores - and two that are cleaned out by afternoon - can't solve the bread waste problem for all of Buffalo, but I thought you'd like to hear about them - in case the bakeries in your town are still dumping out stale bread - or selling it as feed for animals. Maybe you consumers could get together and persuade your grocers not to turn back day-old baked goods.

And here I have another slant on the bread waste problem - on a post card from one of our listeners in St. Louis, Missouri. She writes: "I always buy left-over bread for five cents a loaf, and I'm trusting they won't raise the price. As for what you said about people wasting stale bread on hogs, I think the hogs should have good food, and do not count that a waste."

(MORE)

Well, Mrs. G., I agree that hogs should have good food, but baking and delivering and returning bread isn't the way to feed hogs either well or economically. I also think it's important that human beings have good food. You know - and I know - plenty of things human beings can't eat would seem mighty appetizing to a hog. Day-old bread is something different. Humans can eat that, and should have the chance to eat it - first. To give it to hogs is to waste a lot of fine materials and all the labor that went into making that bread. It seems to me that's pretty expensive hog feed. What do you think about it now, Mrs. G. - and the rest of you consumers?

155. FREYMAN: Thanks again, Mr. Montgomery. We consumers can always depend on you to tell us the truth about things.
156. MONTGOMERY: That's what we try to do on CONSUMER TIME - give you the straight facts.
157. FREYMAN: And what are the facts going to be about next Saturday?
158. MONTGOMERY: Two subjects that ought to be of interest to every single American. Gunnar here will report on ---
159. GUNNAR: How to make your tires last longer.
160. MONTGOMERY: And Nancy ---
161. NANCY: Starting a community garden.

162. FREYMAN: Well, those are timely topics! I think I'll have to bring my husband here next week - or at least get him to listen in.
163. NANCY: Do bring him. We'd all like to meet the man who plays baseball with a carpet beater.
164. FREYMAN: Never again he won't! From now on we're taking care of our rugs. That's why I want to get my copy of your Tips card about rugs - as well as the one on blackout curtains.
165. NANCY: All right. Our announcer, , will tell you just how to get them.
166. ANNOUNCER: It's very simple. Nothing to send. No boxtops - no money. Just write and tell us you want the Consumer Tips on rug cleaning and blackout curtains. Address your request to the Consumers' Counsel - Department of Agriculture - Washington, D.C. And please be sure to give us your own name and address and the call letters of the radio station to which you are listening.
167. NANCY: Did you get that straight? You write to: Consumers' Counsel - Department of Agriculture - Washington, D.C. - and the Tips cards will be sent to you. They're in that handy three-by-five size that fits right into your household file, and I know you'll find them a big help. Do write and ask us for them. We've prepared them just for you.

168. ANNOUNCER: Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture - in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Heard on today's program were Nancy Ordway, Gunnar Jagdmann, Evelyn Freyman, Nell Fleming, Whit Vernon Frances Adams, and your Consumers' Counsel - Donald Montgomery.

CONSUMER TIME has been presented as a public service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

